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WITH
**NEHA
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GOT ITS
GROOVE BACK

WATCH
THIS SPACE
THE LATEST
TOP TIMEPIECES
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**SUPER
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ROUND-UP
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FOR BOYS

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INDIA VOLUME 10 ISSUE 7



ISSN 125 MAXIM JULY 2015



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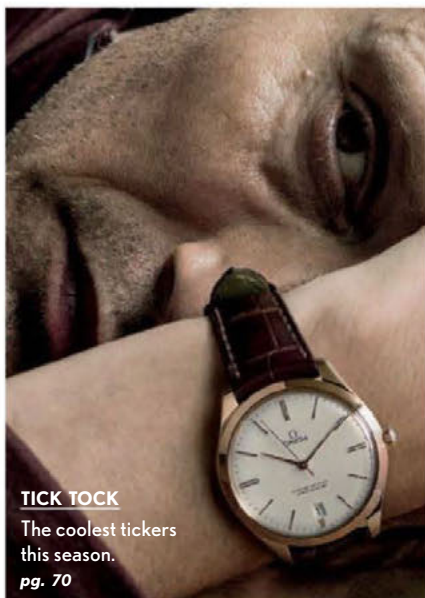
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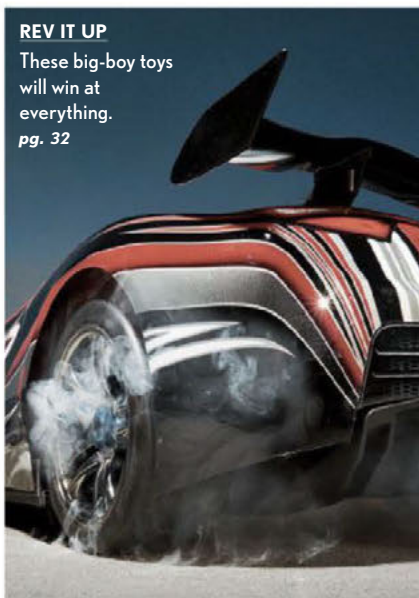


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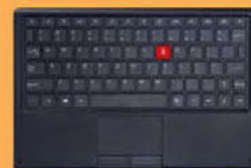
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ARENA

A MAN'S WORLD

CALIFORNIA SCREAMIN'

Ferrari finds there is such a thing as replacement for displacement in the California T. Formula One-borrowed secrets and an equally hair-raising soundtrack merge in a leafy red roadster.

by JOHN PAGE

FAREWELL, V12

Almost. There's no escaping the vicious truth that engines are shrinking in a hurry to prolong our time here, as well as the time of the almost-tropical polar icecaps they keep on harping about. Ferrari valiantly soldiered on for as long as possible with glorious, vast engines spread naked behind transparent covers. But the reality is that the turbo offers more power for fewer choking fumes. Besides, everybody's doing it, many with batteries for more zip, and for a company on the edge of innovation, anything rehashed could be bad for Ferrari's reputation.

SHOULD WE WORRY?

Chances are we'll all get a bit angry, shake our fists at the environmentalists, and leave emotional voice messages due to the demise of those cherished engines. But we'll swiftly move on. Not forgetting Ferrari did turbo engines in the nascent era of the F40, and back then, nobody felt betrayed, it became one of the most legendary cars of its time. However, the turbo is not perfect by nature, it muffles the sound of any engine, even a V8. In a Fiesta, you might not care, but in a Ferrari... that's a bigger deal than fitting aftermarket rims. Finding ways to make the California T hit those high, shrieking notes has been a new challenge back in Italy.

PLENTY OF POSITIVES

Especially if you take pride in rattling off impressive numbers to those ardent Ferrari fans. The California T is now 411kW, 52 more than the old version, and 20 percent cleaner. In theory, the new Cali should run on the same splash of fuel as a 3 Series, and for a car marketed as a Grand Tourer, now you can really aim and launch it towards the horizon without becoming stranded between small towns. The body panels are lighter, the interior is more plush, like a thoroughbred should feel, and the chassis is stiffer, without bruising.

IT WOULDN'T BE WRONG TO...

Call it the most important Ferrari in the last two decades. The engine is destined to be a 458 replacement, and from there, the growth is limitless. And hybrids aren't far away, either. Rest assured that every version will be faster and smoother than before.



INSIDE

ALICIA VIKANDER IN FOCUS
CRUNCHING NUMBERS AT WIMBLEDON
BOB DYLAN'S TRIBUTE TO SINATRA
HOT-SPIRITED COOL COCKTAIL



HONDA NSX



PORSCHE CAYMAN GT4



FORD GT



Good luck to the brand snobs who will now have to explain why their Honda NSX is the furthest thing from a Civic. Twenty years ago, the NSX ripped apart the Ferrari of that era, and Ayrton Senna spent hours tweaking its handling to his spiritual feel (he even had one as his company car). To cut a long story short, it's about time we had another. But there

was a reason behind the delay. Like the F1 engine, the NSX is a hive of turbo and hybrid systems that conspires to beat anything solely petrol driven. This is coming from a company that blew us away with their VTEC engines. Like the F1 car, there's a V6 turbo engine, but from there, things get a little sci-fi. Three electric motors provide power with

zero delay to a serious-about-grip, all-wheel-drive setup, and in full-electric mode it will perform briskly without burning a drop of fuel. Tech of this magnitude comes at a price, and this NSX will lock horns with the biggest and finest cars out there. That could be a fatal mistake, but we won't know for sure until it arrives in Mzansi later this year.

HONDA NSX

Engine: V6 turbo and hybrid
Power and Torque: 410kW (torque N/A)
0-100 kmph: 3 seconds (estimation)
Price: ₹2.4 crore (estimation)
Buy It For: An ode to Senna



Thank us later, but for now, call and order one of these before you settle any other bills. Don't waste time waiting for reviews, larger pictures, or the exact performance vitals. All of that will be revealed in the next few months, and by then, the only GT4 you'll probably get your hands on will be a slightly track-worn one. The Cayman always flirted and danced closely with the 911, and the GT4 version of it should sufficiently raise the level of tension

between them, with weapons needed for a track fight at the very top. Bridging the virtues of the 911 Carrera 4S and the GT3, there's a wing, a lower body, and a 3.8-litre, flat six with sufficient power to gather people around the Nurburgring fence, clutching at stopwatches as the driver blows older GT3s to smithereens. We'd never suggest that the current GT3 owners are unhappy with the dual-

clutch gearbox, but the GT4 arrives with a manual six-speed gearbox, and that's a big statement. Calling all purists! Not to say the GT4 prevents you from accessing Porsche's extensive catalogue. Ceramic brakes and lighter carbon seats are just the start, and why not add a few of them when the price is this hard to beat (better start trying out your heel-and-toe technique)?

PORSCHE CAYMAN GT4

Engine: 3.8-litre flat six
Power and Torque: 287kW (torque N/A)
0-100 kmph: 4.3 seconds (estimation)
Price: ₹70 lakh (approximately)
Buy It For: Otherwise someone else will



In the '60s, nobody sank car manufacturing lower than Ford. And by "low," we mean 40 inches measured between the road and roof, giving the GT40 the sleekest, sexiest, wind-cheating body shape at the time. Many designers back at Maranello lost their jobs. As is so often the case, beautiful design led to tingly speed, and the GT40 went screaming around at the front of

endurance races, winning Le Mans with Henry Ford II cheering. When it comes to telling the world about the successor, what venue could be more appropriate than the Detroit Motor Show? It was there we were told that this version will be less about mechanical steroids, thanks to slimmer materials. They've even promised that it'll have the best power-to-weight rating of any car. Bold

remarks backed by a vicious, twin-turbo Ford engine. There's more precision to the body than, say, a Mustang, but the clincher would be the upward-swinging doors, and spoilers that might just spare you a set of tyres a week. Time's ticking to get the new GT ready, and next year will mark 50 years since the GT40 collected all three places at Le Mans. It's a date not to be missed.

FORD GT

Engine: 3.5-litre V6 twin-turbo
Power and Torque: 450kW (torque N/A)
0-100 kmph: 3 seconds (estimation)
Price: ₹1.07 crore (approximately)
Buy It For: Ruling Le Mans before hybrids



THIS YEAR
WILL BRING
MOVIEGOERS
A VERITABLE
VIKANDER FILM
FESTIVAL.

THE SWEDE HEREAFTER

With six new movies this year alone, including the recently released *Ex Machina*, ALICIA VIKANDER is Hollywood's hardest-working ingenue.

by AARON GELL

THOSE LAYING EYES ON ALICIA VIKANDER FOR the very first time are advised to savour the moment. Drink it in. Because before you know it, the girl will be everywhere.

The ravishing 26-year-old actress with the dark, smouldering gaze and estimable bone structure is largely unknown outside her native Sweden, except to devotees of high-toned costume drama who took note of her winning performances in *Anna Karenina* and *A Royal Affair*. But 2015 will herald her transformation into a star, with a veritable Vikander film festival. She began the year as a bewitching femme fatale opposite Ewan McGregor in the Down Under heist thriller *Son of a Gun* and

turned up a month later with Julianne Moore, Jeff Bridges, and a mess of dragons in the swords and sorcery epic *Seventh Son*. "Alicia is so lovely," Moore enthuses. "It's no surprise she was trained as a dancer before she became an actor; she moves with such grace and assurance."

Vikander portrayed a robot—a very attractively designed robot—in Alex Garland's AI thriller *Ex Machina*. August will bring *The Man from U.N.C.L.E.*, based on the beloved '60s TV series, with Vikander as a stylish superspy, followed by *The Light Between Oceans*, a windswept weepie with Michael Fassbender, about a married couple on an

isolated island. Then comes *Tulip Fever*, a romance set amid the flower-market frenzy of 17th-century Holland, with Christoph Waltz and Dame Judi Dench, and—deep breath—last but not least, a still-untitled film directed by *The West Wing*'s John Wells about the creation of a high-end restaurant, co-starring Bradley Cooper.

There will be more films to follow, of course, and magazine covers, red-carpet promenades and paparazzi scrums, chat shows, and luxury ad campaigns. But for now, she's fresh—the gorgeous and prodigiously talented newcomer from Sweden. The one you've never heard of.

WIMBLEDON BY NUMBERS

As we're right in the middle of enjoying the biggest Grand Slam of the year, here's a look at the epic stuff that's gone down in the Championship in the past.



MOST NUMBER OF ACES EVER SHOT IN A TOURNAMENT:
BY GORAN IVANISEVIC IN 2001.

4 HOURS & 15 MINUTES



THAT'S HOW LONG THE LONGEST INDIVIDUAL MATCH LASTED LAST YEAR. IT WAS PLAYED BETWEEN J. CHARDY AND M. MATOSEVIC.

BIG MONEY: WIMBLEDON'S OVERALL PRIZE FUND FOR 2015.

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SPECTATORS

THE CAPACITY OF THE CHAMPIONSHIP GROUNDS!



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NUMBER OF BBC VIEWERS (UK) OF THE 2014 WIMBLEDON GENTLEMEN'S SINGLES FINAL WHERE NOVAK DJOKOVIC ANNIHILATED ROGER FEDERER.

28K



KILOGRAMMES

OF STRAWBERRIES ARE CONSUMED DURING THE CHAMPIONSHIP, ACCOMPANIED BY 7,000 LITRES OF CREAM AND 28,000 BOTTLES OF CHAMPAGNE!

THE NUMBER OF BALL BOYS AND GIRLS (BBGS) WHO WORK AT THE CHAMPIONSHIP. BBGS NEED TO BE ABLE TO ROLL A TENNIS BALL ACROSS THE COURT WITH THE PRECISION OF A CHAMPION SNOOKER PLAYER.

250



FASTEST SERVE OF ALL TIME BY A FEMALE PLAYER: BY VENUS WILLIAMS IN 2008.

207
KMPH



THE TOTAL NUMBER OF SETS PLAYED IN LAST YEAR'S EDITION OF WIMBLEDON BY 256 SINGLES PLAYERS (INCLUDING SEEDED, QUALIFIED AND WILDCARD ENTRIES) AND 112 DOUBLES PAIRS.



THE NUMBER OF PEOPLE WHO ATTENDED WIMBLEDON LAST YEAR.

4,91,084



9 **MAXIMUM NUMBER OF WIMBLEDON CHAMPIONSHIP TITLES WON BY A PLAYER.**

US-BASED MARTINA NAVRATILOVA WON THE SINGLES TITLE AT WIMBLEDON A RECORD NINE TIMES, THAT INCLUDED SIX CONSECUTIVE WINS.



NUMBER OF TENNIS BALLS USED IN THE CHAMPIONSHIP.

54,250

NEW BALLS ARE INTRODUCED EVERY NINE GAMES OF EACH MATCH. SPECTATORS CAN PURCHASE THE USED BALLS AT THE SW19 GROUNDS. THE MATERIALS USED TO MANUFACTURE THE BALLS TRAVEL 80,000+ MILES BEFORE THEY REACH THEIR FINAL DESTINATION.

THE HEIGHT IN MILLIMETRES OF THE COURT GRASS.



10 MINUTES

THE TIME IT TAKES FOR THE ROOF ON THE CENTRE COURT TO CLOSE. PLAY HAS TO RESUME NO MORE THAN HALF AN HOUR AFTER THE COURT IS SEALED.



FROM LEGEND TO LEGEND

Bob Dylan's tribute to Sinatra may not consist of popular songs, but he's doing it his own way.

DYLAN DESTINY

Born with the name Robert Allen Zimmerman, 73 years ago, little Dylan knew music from the radio that he listened to when in Shreveport, Louisiana. Ever since he was a teenager he knew he was destined to become a music legend. "It is a feeling that you have that you know something about yourself," Dylan said about destiny. "I often listened to the radio. Hanging out in record stores and often playing the guitar and trying to play the piano and learn the songs of the world which were not even close to me." Fate, too, made Robert Zimmerman change his name to Dylan. "Some people are born with the wrong name and the wrong parents. Here's what happened. You can call yourself the way you want. This is called freedom."

MAGICAL MUSIC

More than four decades later, Dylan has written 500 songs and made more than 40 albums. Does he ever think about it? "Never, but I would not do it again. I do not know how I wrote the songs. The songs were made with magic." With his poetic lyrics Dylan created a world inspired by folk music, as in the song "A Hard Rain's A-Gonna Fall" which reflects the anti-war and human rights movement of the '60s.

SINATRA TRIBUTE

Unlike other Dylan albums, *Shadows In The Night* is a tribute album to Frank Sinatra. Even though everyone wants to see Dylan singing his version of Sinatra's "My Way," he did not include this song on the list. "I do not see myself bringing back these songs in any way," said Dylan. "They've been repeated often enough. In fact, the songs have been buried. What my band and I did was basically resurrect them from the grave and bring them into the present era."

DYLAN-ESQUE

There is no "My Way", "Witchcraft", or "Theme from New York, New York" here. By Dylan's own choosing, they've put more jazzy songs like "Autumn Leaves" or "Shadows in the Night" which was released recently as a promo album. "It is an honour for me to make this album. I wanted to do something like this for a long time but was not bold enough to meet the complicated arrangements and rewrite everything," said Dylan. "This is the key to all these performances. We know the songs very well. Everything has been brought directly and we maybe rehearse a recording one or two times."



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BOLD BRANDY

This weekend, all you need is a cool cocktail featuring the season's hottest spirit and tangiest champagne.

There are several cocktail recipes out there but there's only one true classic cocktail that adds that extra zing to the regular glass of bubbly.

Brandy brings a refreshing warmth to the drink. Choose a good champagne because that brings a majority of the flavour—the better the sparkly, the better the concoction.

Here's what you'll need to shake up a storm: 1 sugar cube; 2-3 dashes of Angostura bitters; champagne;

1 ounce of brandy; orange slices for garnish and flavour. It'll take three minutes to prep and yield 1 glass of delicious sipping.

The Prep

Place the sugar cube in the bottom of the high-ball glass or champagne flute. Saturate the cube with bitters. Now add the brandy. When you're ready to serve, fill the glass with champagne and watch as the sugar cube dissolves into a fountain of bubbles. Now add the orange slices. And let the drinking begin!



GET 'EM WHILE THEY'RE HOT!

Welcome to the Bite Club. Today's lesson: Kick-ass Buffalo chicken wings, spicy style—every dude's summer favourite.

CRAZY SPICY OR MILDLY WARM, you can change the levels of heat by adding more or less cayenne and Tabasco to this popular dish. All you'll need is a mug of chilled Heineken to finish.

THE INGREDIENTS (Serves six) 36 chicken wing pieces (one wing makes two pieces—the flat and the drum); 1 tbsp vegetable oil; 1 tsp salt; 1 cup all-purpose flour; 1.5 tbsp white vinegar; 1/4 tsp cayenne pepper; 1/8 tsp garlic powder; 1/4 tsp Worcestershire sauce; 1 tsp

Tabasco sauce; 1/4 tsp salt; 6 tbsp Louisiana hot sauce; 6 tbsp unsalted butter or margarine; 12 celery sticks; two bowls of blue cheese dressing.

THE PREP

Preheat oven to 218° Celsius. In a bowl, toss the wings with the oil, and salt. Place in a large plastic ziplock bag, and add the flour. Shake to coat evenly. Remove wings from the bag, shaking off excess flour, and spread out evenly on oiled foil-lined baking

pans. Bake for about 20 minutes, turn the wings over, and cook another 20 minutes, or until the wings are cooked through and browned. Mix all the ingredients for the sauce in a pan, and over low heat bring to a simmer, stirring occasionally, and then turn off. After the wings are cooked, transfer to a large mixing bowl. Pour the sauce over the hot wings and toss with a spoon or spatula to completely coat. Always serve them with celery sticks and blue cheese dressing on the side.

MODUS

BALLY
THE STYLISH MAN

IN THE
MONEY

(Clockwise from top left)
Lollen wallet by Bally;
compact ID in cross
grain by Coach; Lillis
wallet by BOSS by
Hugo Boss; black
textured billfold by
Calvin Klein; black
leather billfold by
Ermenegildo Zegna;
Mark wallet by Jimmy
Choo; Calandre wallet
by Bottega Veneta;
pebbled-leather wallet
by Salvatore
Ferragamo; Enveloppe
Carte de Visite by
Louis Vuitton;
Chamberlain slim-fold
wallet by Cole Haan.

DARK MATTER

Understated and effortlessly cool, all-black accessories amplify any look. Here are the wallets, shoes, and belts to boost yours this season.

by SETH HOWARD

JIMMY CHOO



BUCKLE DOWN

(This page, from left) Weston leather belt by Coach; reversible Croft belt by Will Leather Goods; black Epi belt by Louis Vuitton; plaque buckle belt by Calvin Klein; black leather belt by Ermenegildo Zegna; leather belt by Tommy Hilfiger; black leather belt by Cole Haan; ostrich belt by A. Testoni; black belt with squared buckle by Gucci; black leather belt with brushed metal buckle by Salvatore Ferragamo.



BEST FOOT
FORWARD

(Clockwise from top left) Broders shoes by BOSS by Hugo Boss; black derbies by Ermenegildo Zegna; black lace-ups by Tommy Hilfiger; tasselled lace-ups by Fratelli Rossetti; Jasper medallion-toe oxfords by Jack Erwin; perforated cap-toes by A. Testoni; Bankston shoes by Johnston & Murphy; Vernon lace-ups by Allen Edmonds.

KOMET

spt-1
spt-1



KR-10

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5. Philips Grooming Kit ₹2,195
6. NailSpa Manicure Set ₹850



AGENDA

MAN WITH A PLAN

ROAD TRIP TO BULUKUMBA

Wise man said, "Always take the road less travelled." And so did we, in Indonesia.

by ASTRI APRIYANI



The pristine
Bara Beach
landscape

photographs by **ASTRI APRIYANI, GILANG RAMADHAN & GIRI PRASETYO**

O

ON AN ORDINARY MORNING IN MAKASSAR, I woke up still groggy. The air from the cooler at the inn barely managed to cool Makassar's sizzling heat. All efforts to go back to sleep failed. Then I remembered Glorya waiting in the parking lot. The thought energised me and my travelmate, Giri Prasad, into making a move. That day, we had a plan to ride the asphalt road from Makassar to Bulukumba.

At 10 am Glorya in all her readiness welcomed us. We set off on Glorya—the motorbike belonging to our friend, Gilang Ramadhan.

Glorya roared through the urban areas with ease as there was little traffic. Giri and I had a little debate about the route we were going to take from Makassar to Bulukumba. There were three routes that we could choose from—Jeneponto Jalan Poros, Poros Bulukumba Road and Jalan Poros Malino. Jeneponto is most frequently chosen by the walkers. Jalan Poros Malino is the least favoured. Checking on Google Maps, we learnt that going from Makassar to Bulukumba through Malino takes the distance to 207 km, whereas Makassar to Tanjung Bira (Jeneponto route) is only 188 km. This distance is for Tanjung Bira in Bulukumba. Besides being a longer route, Jalan Poros Malino has a mountain road that is winding and difficult to negotiate.

Recalling the adage “Always take the road less travelled,” we decided to take the Jalan Poros Malino route. Besides the challenge it presented, I was intrigued by the famed

beauty of Malino, that had inspired the title song of *The Trees and The Wild*. Armed with GPS on our mobile phones, we were ready to set off.

FLOWER CITY MALINO

To get to Bulukumba through the Malino route, Giri and I had to switch roads—first, Jalan Poros Malino, then Jalan Poros Bulukumba-Sinjai, until we finally met Jalan Poros Bulukumba. The road is paved smooth throughout. On its long and deserted stretches, having a fun travel mate can be a boon to ward off boredom.

From Makassar, Jalan Poros Malino took us to Malino. Malino is in the highlands, so the road to this area is winding and uphill. On both sides, we enjoyed the ever-changing scenery—though everything is dominated by green, ranging from rice fields, trees, right up to the pine forest. Amazing views of the mountains and hills could be seen in the distance. While we passed through some uninhabited and quiet areas, soon we reached some residential areas and Gloria's progress became slow because of the traffic.

When approaching Malino it began to rain. Fortunately, there was a small coffee shop where we could take shelter. We ordered glasses of hot black coffee and instant noodle soup with egg—perfect in that weather.

Having finished our meal and seeing no sign of the rain stopping, Giri and I decided to continue our journey after donning our raincoats.

After nearly two hours, including our break at the coffee shop, Gloria brought us to an arch that read "Malino City of Flowers." Malino is the name of the village in District Tenggimoncong, Gowa, South Sulawesi. This urban village is located at an altitude of 1,500 metres above sea level. Because of the rain, Malino was much colder than usual. The low



fog enveloped the place, restricting our view of the surroundings.

We chose the Malino route as we wanted to witness the panorama of mountains and pine forests there. But the rain and the fog played spoil sport. Determined not to leave Malino without seeing the beautiful views, Giri proposed that we return to the café—D'Strawberry—which also provided lodging. I felt my sore back and buttocks deserved a break. And soon another round of black coffee was ordered.

For me, personally, Malino reminded me of Ciwidey in the West Java region. Similar landscape, cool weather, strawberry gardens and orchards. Malino was a resting place for the Dutch government officials around 1927.

Finally, the rain began to subside. It was time Gloria and we continued on our journey.

HEADING TOWARDS THE COAST

The winding road began to end as we departed from Malino. We left the mountains behind, heading for the plains. The pine forests seemed to wave us goodbye.

After Jalan Poros Malino ended, we got

onto another road—Jalan Poros Bulukumba-Sinjai. Not very different from the previous road, Jalan Poros Bulukumba-Sinjai was also long and deserted in some parts and crowded in others.

After Jalan Poros Bulukumba-Sinjai, we arrived at Jalan Poros Bulukumba, another long road. But arriving at Jalan Poros Bulukumba meant we were on the last leg of the journey to Tanjung Bira, where we were staying. So, ignoring our already numb butts, we increased our speed to reach our destination quickly. It was night by the time we arrived at Tanjung Bira. The total trip from Makassar to Bira through Malino was approximately 10 hours! Crazy, but the experience was worth it. And our road trip was still unfinished. We had other plans for the next day.

BARA, NOT BIRA

To be honest, our final destination was not Tanjung Bira but Bara Beach, located in Bulukumba, though it is not that well known.

Actually, Bara Beach is in the same coastal area as Tanjung Bira. Tanjung Bira



has now become crowded. I, personally, no longer enjoy Tanjung Bira, unless island hopping in the banana boats to nearby Liukang or Goat Islands. But that day I was not interested in island hopping, so Giri and I headed to Bara Beach.

Having reached Tanjung Bira, we sought signposts leading to Bara Beach. We were led in the direction of Malioboro Beach and the Mango Lodge—offering water activities like snorkelling and diving.

To reach Bara Beach, though not far, Glorya had to go over a bumpy and dusty, gravel-covered road. It took less than an hour from Tanjung Bira to Bara Beach. There were affordable budget lodgings along the Bira coast. We also found a row of villas with higher prices along the road to Bira Beach, including Cosmos Bungalow, Bungalow Bara Beach, and Mango Lodge.

When the road started to decline, I knew the sea was near. We parked Glorya under a shady tree, for a well-earned rest. We walked downhill, on stone steps, and soon felt the softness of sand underfoot. Not very different from Tanjung Bira, the sand on Bara Beach is

(Clockwise from left) A beautiful view of the sea; the picturesque road to Bara Beach; shipbuilding in the village of Tana Beru; the journey from Makassar to Bulukumba

P S

On the way back to Makassar from Bulukumba, we chose the Poros Jeneponto road. Travel was much faster, about four hours by road, as it was in the lowlands and not winding.

also very smooth and pristine white, sloping into a myriad blue shades of the sea.

Bara Beach is flanked by cliffs on the far right and left. So the beach is mostly hidden from view with palm trees growing along the coast. The staggered balconies of the villas overlook the sea.

Incidentally, we were there on the weekend. There were tents set up on the beach. Faint sounds of someone strumming a guitar floated by on a gentle sea breeze. I'm not sure if there is a ban on camping on the beach. But as long as they do not destroy the beauty of the beach by littering, I think there is no harm.

I would like to say that other beaches equipped with modern luxuries are no match for the charm of Bara Beach. She is so beautiful with her innocence. Although the Bira Beach sunset is more spectacular, I still recommend going to Bara Beach in the afternoon to witness the changing hues at dusk and the sea turn to gold. So Giri and I sat on the edge of Bara Beach enjoying the sunset till the sky turned dark and then the sea. Glorya looked on from a distance. **M**

CRISTIANO RONALDO

There is a debate in the world of soccer as to who is the greatest player of his generation. There are only two names worth a debate, Lionel Messi and Cristiano Ronaldo. Both of them play for the most successful and prestigious clubs in the world, and both of them have won their fair share of titles, including the coveted Ballon d'Or. However, it is Ronaldo who is touted as our generation's greatest.

by **BRANDON GOING**

B

BORN IN 1985 IN PORTUGAL'S FUNCHAL, Ronaldo is the youngest of four children. He was named after Ronald Reagan, his father's favourite actor. Ronaldo grew up in a working-class neighbourhood, living in a small, tin-roofed shack that overlooked the ocean. His humble beginnings were shaped by hardship, with his father, a gardener, often drinking too much and dying from kidney problems in 2005. To keep her children's stomachs full and maintain some form of financial stability, Ronaldo's mother worked as a cook and cleaner.

It was through his dad's work as an equipment manager at a boys' club that Ronaldo was first introduced to soccer. By the time he was 10, he was already seen as a phenomenon. "As a boy, all he wanted to do

was play soccer," Fernao Sousa, Ronaldo's godfather, recalled, "He loved the game so much he'd miss meals, or escape out of his bedroom window with a ball when he was supposed to be doing his homework."

Like all great champions in their chosen field, Ronaldo has a hunger to succeed. As a junior at Sporting Lisbon in Portugal, he would train with weights strapped around his ankles. His theory was that come match day, the ball would feel lighter for dribbling purposes. This is how much he pushed in order to become the world's greatest soccer player. And his dream of showing the world his talent started to become a reality. Talent is nothing without hard work, and contrary to popular belief, Ronaldo is the first one at training, and the last to leave. When you combine a solid work ethic, an innate drive to be the best, and talent, you have a truly great sportsman on your hands. By his early teens, Ronaldo's talent had matured considerably. After a stint with Nacional da Madeira, he signed with Sporting Lisbon in 2001. That same year, at just 16 years old, Ronaldo turned heads with a mesmerising performance against Manchester United, wowing even his opponents with his footwork and deft skill. He made such an impression that a number of Manchester United players asked their manager to try and sign the young player. It wasn't long before the club paid Ronaldo's team more than £12 million (around ₹118 crore), which at the time was a record fee for a player at his career level.

Sir Alex Ferguson said this about Ronaldo,

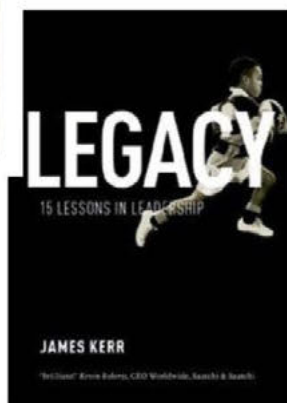
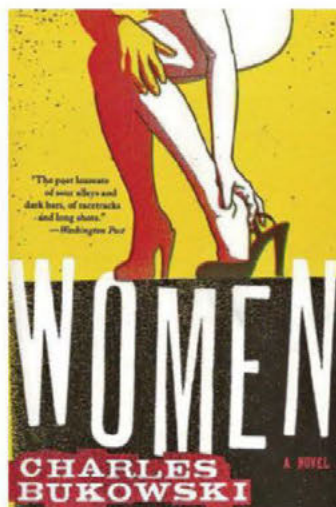
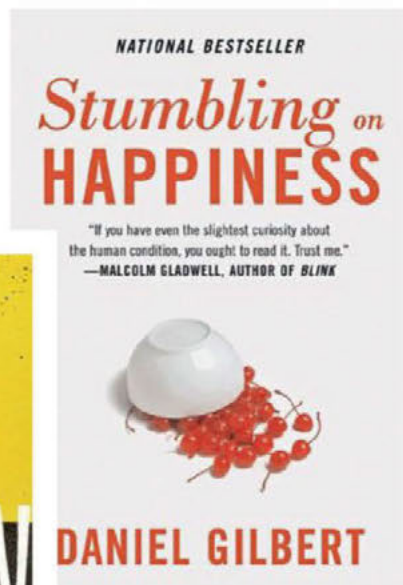
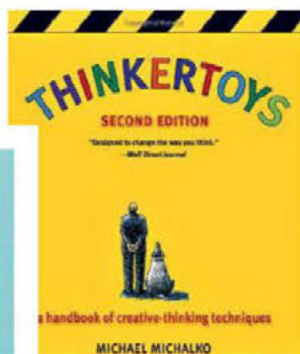
"He's the one player I'd spend money to go and see play. I'm sure Ronaldo is already in the 'best in the world' bracket. He's only 21 and he will get even better." And he has gotten better, with a goal against Portsmouth regarded as the third greatest goal in Premier League history. Ronaldo has had a number of critics and many feel that he's a spoilt brat, often reflected in his celebrations or demeanour on the field. However, he feels it is just his immense desire to win and to improve. He has said that when he doesn't celebrate a goal, it's because he believes he could have finished it better. It's his ambition to always be the best that makes him a true star. Ronaldo's wealth doesn't just come from scoring goals, he is one of the most marketable athletes on the planet. In 2009, Ronaldo became the face of Emporio Armani underwear and jeans. In 2010, he renewed his endorsement with Nike. Ronaldo has a long list of endorsement deals, including Coca-Cola, Castrol, Konami, Motorola, and Samsung.

In 2006, Ronaldo opened CR7, a fashion label in Portugal, expanding his business with a second boutique in Lisbon. In 2013, in partnership with Danish company JBS Textile Group and New York fashion designer Richard Chai, Ronaldo co-designed a range of underwear. He later grew CR7 by launching a line of premium shirts and shoes. The only thing missing from his impressive CV is a World Cup medal. Sadly, I don't see this happening, but does it really matter when you're this successful?



WITH THE POST-SUMMER HOLIDAY GLOOM STILL LOOMING, WE ALL NEED A BIT OF EXTRA MOTIVATION TO KICK-START THE REST OF 2015. SO, LET'S DRIVE THOSE BLUES AWAY WITH *MAXIM*'S TOP 5 INSPIRATIONAL BOOKS TO GET YOU CHARGED AND MOTIVATED.

by ANDRE COETZER



Stumbling on Happiness by Daniel Gilbert

A hilarious, yet insightful look at a human being's imagination, and why visualising our future can be tricky. Daniel Gilbert, a prominent Harvard psychologist, based this book on scientific research aimed at proving that as human beings, we know very little about the individuals we're about to become.

Adulting by Kelly Williams Brown

It's no secret that we're all just rebellious teenagers trapped in adult bodies, and in *Adulting*, Kelly Williams Brown aims to teach us that it's okay to fool around and have fun, even if you're in your mid-30s. Based on her incredibly popular blog, where she teaches people how to become adults in just 468 easy steps, Brown makes it clear that it's cool to still be young at heart.

Legacy: 15 Lessons in Leadership by James Kerr

There is no denying that the All Blacks are the most consistently successful sports team in the world. Best-selling author James Kerr goes deep into the heart of the legendary rugby team, revealing 15 powerful and

practical lessons for leadership and business. From creating a business legacy, to handling pressure, this book will most certainly inspire you.

Thinkertoys: A Handbook of Business Creativity by Michael Michalko

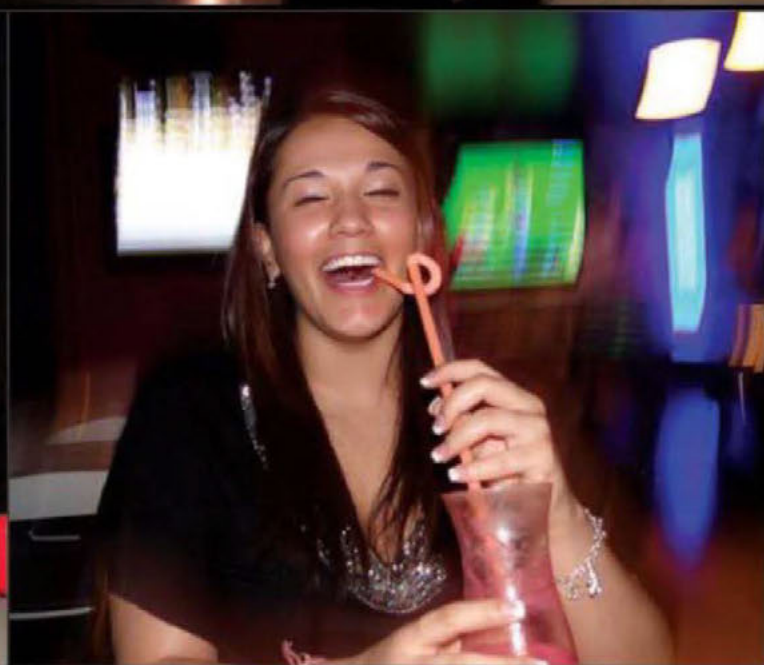
Every great idea seems like the most obvious thing in the world, but why weren't you the one to think of it first? In the groundbreaking book, *Thinkertoys*, creativity expert Michael Michalko reveals life-changing tools that will help you think like a genius. Michalko's techniques show you how to look at the same information as everyone else, and see something different.

Women by Charles Bukowski

Not an inspirational book as such, but more a novel by one of the greatest authors ever. Bukowski is known for his humour and gritty, dark honesty. *Women* sees unrepentant alcoholic Henry Chinaski, a once down-and-out slacker, suddenly transformed into a rock star overnight. The book deals with the sudden rise to fame, and how quickly a once manageable yet boring life can spiral out of control once a bit of fame enters the fray.

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₹32,995; canon.co.in





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₹1,00,000; scorpyd.com

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PROP STYLING: SUZY KIM FOR JED ROOT

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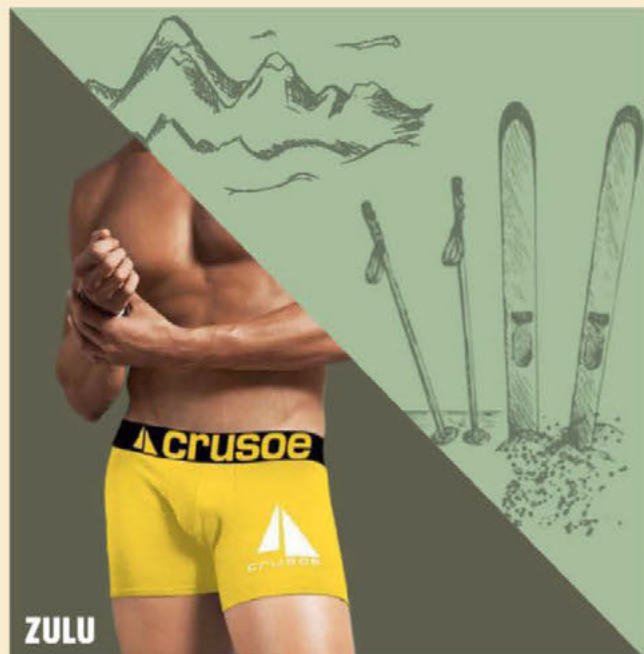
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NEHA DHUPIA

ONE OF *MAXIM*'S MOST-REQUESTED COVER GIRLS, **NEHA DHUPIA** IS BACK, AND SHE'S PLAYING A SEXY SECRET AGENT AS WE DISCUSS GEEKY MEN, DARK HUMOUR AND THE PERKS OF BEING A RUNNER.

by MEHER BAJWA



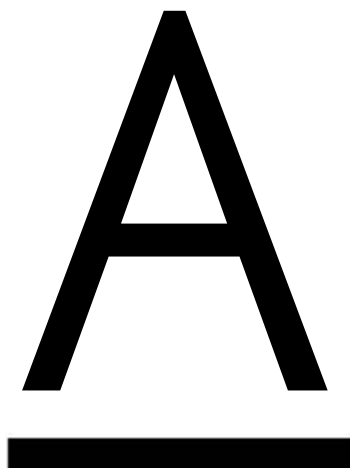


THIS PAGE

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PREVIOUS SPREAD

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AS SHE WALKS IN, MS. DHUPIA MAKES IT clear she's at the *Maxim* shoot only to have a tonne of fun—no work conversations allowed because “*Maxim* is all about having fun, right?” No doubts there. Coming straight from the sets of *Moh Maya Money*, her latest project, she playfully points out the stark duality of her day, “It’s really nice to come from a completely clad shoot—I was like in sweaters and pullovers and suddenly you strip me down to underwear. So it’s quite interesting to get from there to here.”

Over the years we’ve come to know Neha Dhupia as a funny, relatable girl on- and off-screen, who harbours razor-sharp wit. But how funny is she really? “I was always a funny girl. It’s just that my curves always overshadow everything else about me. I remember there was a roast on Vinay (Pathak) and Ranvir (Shorey) and I was the one on-stage roasting them! Of course it didn’t go viral because there was no media there, which is a good thing. But they think I’m a really good mimic. I actually mimic a lot of people, but behind their backs. It’s fun and they always wonder how I make those faces and do it. There’s no chance I’m telling you who they are—some of them are your cover girls!” The bodacious lady’s refusal to demonstrate her miming talent is iron-clad, of course.

Back to talking about funny co-actors, Neha insists Shorey is the “nicest, funniest and most important co-actor” she’s ever shot with. “I’m almost spoilt because he is so

fabulous to work with. *Moh Maya Money* is my fourth film with him. It almost worries me how I’ll get my head about working with anybody else.”

When Neha’s not working, she’s working out (and prepping to run marathons). “I work out almost six times a week. Even if it’s small workouts, doing yoga or getting a massage. I’m running a lot. But the thing is, every time I prepare for a marathon, the day of the marathon a shoot comes up. I think, fuck, I didn’t work so hard for this. But it’s a great thing. It helps me clear my head. I actually started running because I was in trouble in my relationship and I thought, ‘What’s the next best thing towards being nice to myself?’ So I was just like, ‘Hey, I should start running because it’ll help me keep fit, and I feel energised when I’m done and it leaves me with an appetite to eat much more.’ So it’s probably the same things that a guy does to you.”

Speaking of men, in case you didn’t know, Neha is exclusively into nerds and geeks. “It’s just so stimulating to be around them. Hot nerds. The hotter the better. There could be a fair chance that in a room full of men, I definitely go back home with a nerd over the supermodel.” Score, Nicholas Hoult: 100; beefed-up jerk dude: 0.

The *Ungli* star admits to being a victim of OCD when it comes to her food—she prefers preparing all fresh food like salads herself. The menu for a special self-cooked dinner

RIGHT

Leather and lace bra by La Senza, ₹2,999; panties by Pretty Secrets, ₹1,499 (part of set); sheer lace cover-up by Dreamgirl at thedarlingtrap.com, ₹3,199 (part of set); black pumps by Dune, ₹6,999

BELOW

Animal print bra by Marks & Spencer, ₹1,699; corset by Dreamgirl at thedarlingtrap.com, ₹4,989 (part of set)









sounds like interesting fusion fare: "I'll probably make like nice Thai food because I'm not bad at that. And I kinda make a really mean blueberry cheesecake."

Another important question, cars or bikes? "I'm a passing-out-in-the-back-of-a-car girl. I haven't been on a bike in a long time."

Travel season is here, and Neha's vacation bucket list is all about Europe. "Definitely Portugal, Copenhagen and Croatia."

She's got a whopping 3.5 million followers on Facebook and 1.3 million on Twitter, and the former Miss India rarely feels the need to filter her thoughts when she's posting on social media. "Sometimes I feel like just tweeting something abusive and then I have to be like no, at some point I might scar someone. But having said that I always speak my mind so it's really not such a big deal."

Having access to such a large-scale public platform, Neha's always taken a stand for women's rights and talked about what's going wrong. "These things have always been going wrong, it's just that people have become vocal about it now. I think that is the first step in finding a solution. The fact that you guys are addressing this issue and everybody else is addressing the issue—the change is happening as we speak. As far as women's safety is concerned, it's just the mentality of the people and the country that really needs to change. There are so many do's and don'ts in this country. We continue to be a skin-starved society. We should just let everybody be and that can be the first step towards making this a much safer place. It's going to be a while but the fact that everybody's talking about it is a start." ■

One-shoulder swimsuit by
Hermes, ₹37,500; black lace
cover-up by Rei by Jenny Rei,
₹22,000

STYLING
NITASHA GAURAV
HAIR AND MAKE-UP
DANIEL BAUER,
ARTIST FACTORY INDIA
PRODUCTION
IMRAN KHATRI
PRODUCTIONS
SHOT ON
LOCATION AT
HYATT REGENCY HOTEL,
MUMBAI

8 FILMS THAT SPARKED OFF A LOVE AFFAIR WITH CINEMA

AUTHOR, FILM CRITIC AND MAXIM COLUMNIST
ANNA M.M. VETTICAD TAKES US ON A
PERSONAL JOURNEY THROUGH THE MOVIES.

I approach this write-up with trepidation. Lists, after all, are controversial. “Best Films” lists even more so, in a country where everyone has an opinion about three things: cinema, cricketing strategy, and how other people should lead their lives.

Just as the captain of the Indian cricket team must inevitably deal with strangers offering advice about batting orders and fielding positions, and just as random relatives instruct young people about who to marry, when, where and why, so also film critics who risk the list-making business are bound to be furiously chided for their choices.

Escaping outrage in these matters is impossible, so allow me to present my defence in advance: Film viewing at all times is a subjective exercise. This list, in particular, is intensely personal because it is not a ranking from among all the films I have ever seen, but a compilation of the most significant ones I watched before I began consistently covering cinema as a journalist. These films set me off on the path of noting nuances and spotting details. They helped me fully grasp the joys of mining the riches this medium offers.

Like that first glance you exchange with an attractive stranger, sparking off a passionate courtship, these films steered me towards a career as a film writer and what I suspect will be a life-long affair with cinema.

1

BICYCLE THIEVES

DIRECTOR: VITTORIO DE SICA
ITALIAN, 1948

Perhaps the greatest example of father-son bonding ever seen on the big screen, *Bicycle Thieves* follows a poor Italian man as he traverses Rome in search of his stolen bicycle in the company of his little boy. Antonio Ricci (Lamberto Maggiorani) desperately needs that bike back to continue his newly acquired job pasting advertising bills on walls. Without it, his wife and children will starve.

Some of the world's greatest films are also the world's simplest films—stark, straight-talking, small and yet large of heart. *Bicycle Thieves* is a perfect illustration of this point. It is a film about poverty that could crush the soul and people who do not let their conscience die even when faced with extreme adversity. That brief scene in which Antonio struggles with his inner voice and considers stealing an unattended bicycle felt like the longest few seconds of my life when I first watched it.

Yet there is joy and hope too in the film. Such as that very moving early scene in which Antonio blissfully cycles home with his wife, and they chatter happily with each other because she has just managed to free up the bicycle from a pawn shop in exchange for her wedding bedsheets.

The abiding memory from this film, though, is of the deep affection between a poor man and his feisty son who is already a little man in his own right. That final shot in which Bruno (Enzo Staiola) slips his tiny hand into his father's as they walk away into a crowd must certainly rank as one of the most heart-rending moments ever captured on film.



1



2

2

THE SOUND OF MUSIC

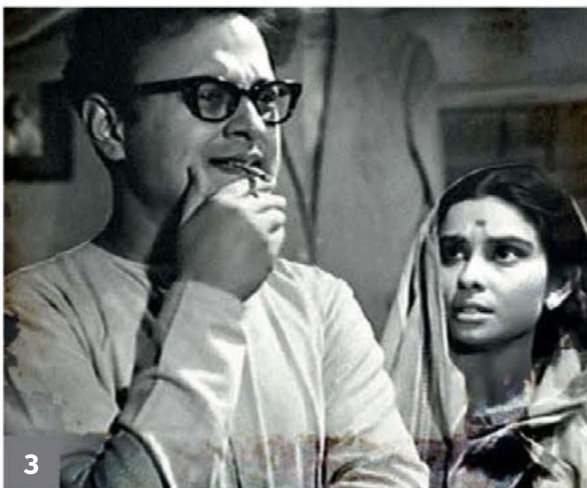
DIRECTOR: ROBERT WISE
ENGLISH, 1965

The Sound of Music is one of the first films I remember seeing in a theatre with my family as a child. To it I owe too my earliest memory of the utter, unadulterated joy that movies can bring.

Based loosely on the autobiographical novel *The Story of the Trapp Family Singers* by Maria von Trapp, it revolves around a young Austrian woman (Julie Andrews) preparing for nunhood, who is sent off to be a governess to

the seven children of a wealthy widower, Captain Von Trapp (Christopher Plummer), and ends up marrying her employer. The family later leaves Austria to escape the Nazis, when the Captain refuses a commission to serve in Hitler's Navy.

There is much in this film I rebel against, such as the concepts of love and marriage described in the song "Sixteen going on seventeen" that Maria and the eldest von Trapp child sing to each other. It is easy to forgive a lot, though, because of Richard Rodgers' memorable music, the compelling simplicity of Oscar Hammerstein's lyrics and, most of all, the great romance between Maria



and the Captain. Andrews' electric chemistry with Plummer was rivalled only by their portrayal of a perfect understanding between a happy husband and wife, exemplified by that affecting moment when Maria steps in to sing "Eidelweiss" as he breaks down mid-verse on stage.

Hollywood musicals are vastly different from our interpretation of the genre in India, which in itself was an education for me. The other lesson came when I read the book and found myself bored. The experience taught me how a dramatic life could be turned into a dull literary text and how that text could be transformed into a magical movie.

3

MAHANAGAR

DIRECTOR: SATYAJIT RAY
BENGALI, 1963

Looking back, I realise that my earliest cinematic influences all came from male directors. That's unsurprising, considering how rare female directors were and still are. What I find most interesting about my favourite men is how well they know women.

Long before Rani in Vikas Bahl's 2014 Hindi film *Queen* walked out of her fiancé's home to a life of new-found freedom, there was Satyajit Ray's Arati and her march of confidence in *Mahanagar*. Madhabi Mukherjee played this middle-class woman in a changing Kolkata whose husband, Subrata (Anil Chatterjee), urges her to take up a job since money has become scarce. Subrata's patronising indulgence of his naïve wife and his façade of progressiveness give way to insecurity in the face of her increasing self-assurance and the resultant change in domestic power equations. Arati's initial hesitation to step out of the house gives way to defiance in the face of her in-laws' persistent discomfort with her non-traditional move and Subrata's U-turn.

Ray's feminism is an unambiguous statement about how patriarchy harms men too. Subrata at one point is so disconcerted by his wife's professional success that he is willing to once again take on the crushing burden of being the family's sole breadwinner.

Mukherjee's journey from diffident housewife to self-assured woman of the world was so subtle as to be barely discernible. It was a towering performance that dwarfed even her striking appearance. The overriding image from the film is of Arati's altered stride as she discovers an inner strength even she seems not to have known she possessed.

4

CHEMMEEN

DIRECTOR: RAMU KARIAT
MALAYALAM, 1965

In the days when visits to movie halls were infrequent and most of our family film viewing was done at home, I was introduced to *Chemmeen* by Doordarshan. Of all the films I had seen in my mother tongue, Malayalam, until then, it was the first I fell in love with.

Director Ramu Kariat's magnum opus was based on the novel of the same name by the legendary Jnanpith Award-winning writer, Thakazhi Sivasankara Pillai. Set in a fishing community on the Kerala coast, it was the story of forbidden love between a lower-caste Hindu girl (Sheela) and a Muslim fish trader (Madhu), with the girl later being married off to a fellow Hindu fisherman (Sathyan). The fulcrum of the fable was the belief among the local people that Kadamma (literally, Mother Ocean) would not take kindly to inter-community romances and that She would consume a man if his wife was unfaithful to him while he was out at sea.

Chemmeen is an enduring tale of a society linking its well-being to a woman's sexual morality, of the fear of religion and/or Nature being used to curb the choices of young women and men, and of social ostracism destroying lives. Too little has changed in Indian society in the 50 years since this film was released.

When confronted with criticism for trivialising or glorifying social ills through their works, the standard response of contemporary filmmakers is: but our stories are a reflection of reality. *Chemmeen* exemplifies the truth that a film may well reflect a social reality without endorsing, romanticising or venerating it.

It is India's great loss that the supposedly 'national' news media is fixated on Hindi cinema or very select non-Hindi films. The National Award-winning *Chemmeen* is a masterpiece that the world outside Kerala should rightly know better.

5

AWARA

DIRECTOR: RAJ KAPOOR
HINDI, 1951

The eternal nature-versus-nurture debate was given full-blown Bollywood treatment in actor-director-producer Raj Kapoor's *Awaraz*.

When the stiff-necked Judge Raghunath (Prithviraj Kapoor) discovers that his wife (Leela Chitnis) is pregnant, he throws her out of the house, suspecting her of having slept with a crook who had kidnapped her. Mother and child are condemned to a life of poverty, and the boy Raj (Raj Kapoor) grows up to be a criminal who one day ends up in the courtroom of his biological father.

The film's uncomfortable questions about the class divide were wrapped in a vintage Bollywood package of immensely entertaining dance, music and melodrama, including a deeply disturbing, disconcertingly stirring, highly objectionable physically violent interaction on a beach between Raj and his lover, Rita (Nargis). I discovered while watching that scene that it is possible to love a film and yet not love all of it.

My earliest introduction to Kapoor came from my film-crazy parents. It's hard to explain how two people who grew up in remote areas in the Kerala countryside were already so passionate about Hollywood and Bollywood (not Malayalam cinema alone) by the time they left their home state in their late teens, long before the era of DVDs and Internet downloads. Yet they were. When they encouraged me to watch *Awaraz* on Doordarshan, I had my first brush with the cliché that is also a timeless truism: that great art knows no language barriers.

6

BEN-HUR

DIRECTOR: WILLIAM WYLER
ENGLISH, 1959

Lavish costumes, magnificent sets, that breathtaking chariot race—at the level of scale and spectacle, these are the takeaways from this Hollywood blockbuster. At another level, though, *Ben-Hur* is a study in effective adaptation, turning Lew Wallace's dense—even if bestselling—novel into a pulsating celluloid adventure, and ensuring that while it remains respectful to its religious core, it is not nauseatingly reverential.

The film stars Charlton Heston as Judah Ben-Hur, a wealthy prince in ancient Jerusalem forced into slavery by the ruling Romans. Running parallel to Judah's life is the life of Jesus, who is a presence in the film yet barely seen in physical form.

"Why isn't she the heroine?" I remember my pre-teen self asking my mother, on spotting the stunning woman beside the hero at a gala in Rome. That was before I saw that



scene when Judah, after being freed from enslavement, re-unites with his childhood friend, Esther (Haya Harareet). In that single moment I understood the impact searing chemistry can have, and that good cinema does not result from casting the prettiest faces, but by casting the faces and persons perfect for the part. As it happens, Harareet was gorgeous but underplayed her looks for the role.

"Hate keeps a man alive," says the Roman patrician, Quintus Arrius, giving us one of the film's most well-remembered lines. Yet *Ben-Hur* is not about the strength of hatred, but the power of love. When Judah's mother and sister are cured of leprosy, believers would perhaps interpret it as a divine miracle. Alternatively, you could see it as a miracle of love and renewed hope wrought by Judah's unexpected return and his refusal to treat them as outcasts.

Beyond all its grandeur, it is this that *Ben-Hur* stands for.

7

SAHIB BIBI AUR GHULAM

DIRECTOR: ABRAR ALVI
HINDI, 1962

A philandering aristocrat, his lonely wife, a kind servant who becomes her confidant—these were the *sahib* (master), *bibi* (wife) and *ghulam* (slave) of this classic that chronicles the decadence and decline of *zamindars* in late 19th-century Bengal. Meena Kumari delivered a career-best performance as the film's tragic Chhoti Bahu yearning for her alcoholic husband (Rehman). Guru Dutt—also



the film's producer—played Bhootnath, an educated young man from the lower classes who comes to Kolkata in search of work and befriends this unhappy woman.

Sahib Bibi aur Ghulam was bold for its time, its heroine a marked contrast to the asexual female leads of most Hindi films. Who can forget the love and undisguised hormonal lament in the song "*Na jaao saiyon chhudaake baiyan / kasam tumhari main ro padoongee*" (My love, I swear upon you, I will weep if you brush me aside / Do not leave my arms, do not leave me)?

In a cinematic scenario where romance was deemed inevitable between a leading man and woman who are friends, it was unusual too to see a film acknowledging the possibility of a platonic relationship between two characters of the opposite sex. Chhoti Bahu shared her sorrows—not her bed—with Bhootnath. Ironically, she met her end at the hands of a hypocritical society that turned a blind eye to her husband's open promiscuity but would not tolerate or could not fathom her bond with a loyal male friend.

Even 21st-century Hindi cinema has rarely managed to match *Sahib Bibi aur Ghulam*'s remarkably progressive take on man-woman relationships.

8

LA DOLCE VITA

DIRECTOR: FEDERICO FELLINI
ITALIAN, 1960

Reams have been written about Federico Fellini's ride through post-World War II Rome, tracking gossip magazine journalist Marcello

Rubini (Marcello Mastroianni) in his quest for stories and personal fulfilment. I think I was a teenager when I first watched *La Dolce Vita*. What I saw then was a languorous yet colourful take on the depraved urban Italian upper class, in a film filled with aristocrats, reporters, professional dancers and prostitutes. Over the years, though, I became increasingly intrigued by Fellini's intentions with his multiple Biblical references, starting with the spectacular opening shot of a statue of Jesus dangling from a helicopter flying over Rome.

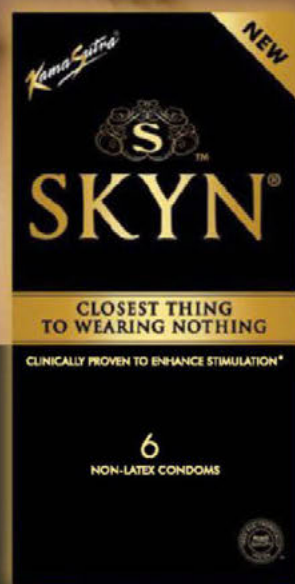
La Dolce Vita's influence on popular culture worldwide has been far-reaching. For one, from the name of the pesky, celebrity-chasing photographer, Paparazzo, in the film was born the word "paparazzi."

At the centre of it all was a conflicted man longing for some meaning to his existence, but seemingly incapable of resisting the temptations offered by the lifestyles of the rich and famous people he writes about. The film mirrored Marcello's life, at one level seeming to condemn the hedonism of its characters and their purposelessness, yet luring us into its lair. *La Dolce Vita* (meaning "the good life") was filled with delicious sights and sounds, most memorably the vision of the hero's impossibly voluptuous actress friend, Sylvia (Anita Ekberg), dancing in Rome's famed Trevi Fountain at night.

People often ask critics: "Have you ever re-watched a film and changed your mind about whether you liked or disliked it?" My answer is: not so far. Like everyone else, I suppose, I do however see new connotations with each new viewing. That journey began for me with *La Dolce Vita*. 

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A woman with long dark hair, wearing a white sleeveless blouse with a large bow at the neck, a red pleated skirt, and light-colored loafers, stands with her arms crossed in an office setting. Behind her is a desk with a silver Apple iMac, a white office chair, and various desk items. The floor is made of light-colored wood in a herringbone pattern. A large, bold, black text overlay reads "KISS KISS" across the center of the image.

KISS KISS



BANG BANG!

THE **AK-47** IS THE MOST POPULAR
THE WORLD. CAN IT BE REBRANDED
PEACE? RUSSIA'S MOST GLAMOROUS
GIVING IT HER BEST SHOT.

by **ALEC LUHN**

AUTOMATIC WEAPON IN
AS AN INSTRUMENT OF
MARKETING ACE IS

IN ITS SOVIET-ERA HEYDAY, THE IZHMASH FACTORY IN THE CITY OF IZHEVSK, IN THE WESTERN URAL MOUNTAINS, USED TO CRANK OUT NEARLY 100 KALASHNIKOV AUTOMATIC RIFLES AN HOUR.

BUT BY 2011, THE STORIED GUNMAKER WAS APPROXIMATELY \$30 million (₹190 crore) in the red, and the following year, in an embarrassing episode that seemed to sum up the company's ills, 79 Kalashnikovs meant for demolition accidentally wound up in the hands of a villager buying old crates for firewood. Meanwhile, 20 Izhmash-owned companies went bankrupt.

Then things really got bad: That same year, the Russian defence ministry announced it already had enough Kalashnikovs and would await the development of a better weapon before placing additional orders.

That's when Vladimir Putin's deputy prime minister, Dmitry Rogozin, stepped in. He spearheaded the reformation of Izhmash under a new name, the Kalashnikov Concern, and oversaw the sale of a 49 percent stake to two businessmen who promised to turn the company around. Engineers got to work developing a new Kalashnikov, and the stodgy weapons producer sought a seasoned public relations professional to give the company a bit of marketing polish.

They found their champion in Tina Kandelaki, a famous socialite and former television host who had appeared on the covers of the Russian versions of *Playboy*, *InStyle*, and *Maxim*.

Kandelaki argues that the seemingly odd combination—one of Russia's most glamorous women marketing the famously rugged automatic rifle—is totally natural, pointing out that she tried her hand at shooting the moment she got the commission.

"I have a heavy hand," she says with a grin, sitting beneath a huge glass chandelier in her gleaming white office in central Moscow. At the moment, that hand is adorned with a gold-and-diamond Parmigiani Fleurier watch and a giant amethyst ring that matches the purple spots on her pale yellow leopard-print blouse. "I don't have such a manicure that I can't pull the trigger," she adds.

With the help of Kandelaki and her team, the newly renamed enterprise hatched a plan to diversify—creating separate lines for the company's military arms, hunting rifles, and biathlon guns. In 2014, it launched a rebranding effort built around a catchy new slogan: "Protecting peace."

To some observers, the tagline seemed a stretch. After all, the AK-47 and its derivatives are the weapon of choice for terrorists, pirates, and child soldiers. Once the standard-issue rifle of the Soviet Army, versions of the gun fill the arsenals of authoritarian regimes like North Korea and the warehouses of failed states like the Central African Republic. Most recently, the AK has been fielded by the Russia-backed rebels fighting in eastern Ukraine.

But as Kandelaki well knows, changing public perception is not a game of small measures. Boldness—her default setting—was required. Born in Tbilisi, Georgia, to an economist and an addiction specialist, Kandelaki studied journalism in college and began her career in radio. After moving to Moscow in 1995, she quickly found renown as the host of numerous entertainment and political programmes on Russian radio and TV. In 2006, she was voted Russia's sexiest television host.

Russia's tabloid press avidly chronicled her outfits, rumoured love interests, and colourful exploits, like the time she unexpectedly kissed fellow socialite Ksenia Sobchak at an awards show. Nonetheless, Kandelaki insists she has a low-key social life, spending most nights at home with her mother and two teenage children. (She says she won't reveal who she's dating until she gets married again.)

As befits a celebrity, Kandelaki has expensive tastes. Last year, she modelled the season's hottest looks in a shoot for *Tatler* featuring an extensive collection of Herve Leger dresses and diamond jewelry. Another passion of hers: high-octane cars. She owns a BMW 7-series, an Audi A8, and a Lamborghini Gallardo. A Reiki healing symbol tattooed on the back of her left hand covers a burn mark she reportedly suffered in 2006, when oligarch Suleiman Kerimov lost control of his Ferrari Enzo while giving her a ride down the Promenade des Anglais in Nice, wrapping the car around a tree. Naturally, she is a prominent figure on social media. After our interview, she uploaded a photograph of the two of us for her 8,00,000 Instagram followers with a teasing caption that included the hashtags "#interview #journalism #magazine #me." The next day, I was blasted with 200 new follower requests and congratulations on my newfound fame.

But Kandelaki also has an impressive history in business. Bored with television, she joined communications agency Apostol in 2009, buying a stake in the company and becoming director in 2013. Her touch has been apparent: Last year, Apostol was the leading communications agency in Russia, due in part to various state contracts. It doesn't hurt that while Kandelaki occasionally criticises government policy, she is a strong supporter of Putin. Her colleagues even gave her a malachite statue of the president as a New Year's present.

That said, because of Kalashnikov's appeal to militants who might not present the ideal image to the world at large—for instance, AKs played a prominent role in the recent *Charlie Hebdo* massacre—championing the company poses a unique challenge to even the most clever marketing expert. Not that Kandelaki ever shies away from a challenge.

"Yes, there are these stereotypes," she admits. "I believe that the Kalashnikov is tied to the image of Russia, and Russia today is seen in very different ways around the world. There are very wide-ranging views, and most often it's not seen as it really is."

The original AK-47 was developed between 1946 and 1949 by Mikhail Kalashnikov, a WWII tank commander from Siberia. While a team of specialists contributed to the final product, the Soviet propaganda machine feted Kalashnikov as the gun's visionary inventor, holding him up as a national hero. The story of his journey from an impoverished childhood on the Altai steppe to technological innovator made him the Horatio Alger story of the Soviet era.

And the AK-47 was indeed revolutionary, combining the rate of fire of a submachine gun with the longer range of a rifle. Made up of big, loosely fitting components, it's easy to manufacture and maintain, and



CLOCKWISE FROM TOP

Workers making AK-47s on the conveyor line at the gun plant in Izhevsk, 1,000 km east from Moscow on the 55th anniversary of the release of the first Kalashnikov gun.

Mikhail Kalashnikov, the father of the world's most popular assault rifle, holding an AK-47 in 2002.





Kalashnikov's
marketing ace,
Tina Kandelaki

it functions well in snowy, sandy, muddy, or humid conflict zones. Kalashnikov often said he made the gun for uneducated peasant boys like himself, since “soldiers don’t finish school.”

Though it lacks the accuracy of the United States’ M16 and is harder to wield, the Kalashnikov—which has been produced since 1949 with only two major updates, the AKM in 1959 and the AK-74 in 1974—enjoys a well-earned reputation for near indestructibility.

During the Cold War, the USSR began shipping AKs around the world and licensed foreign production in various friendly nations. Today, some estimates put the number of such weapons in circulation at 100 million. Based on the millions who’ve lost their lives at the wrong end of the gun, it’s considered the most lethal weapon in history—prized as a status symbol in many parts of the world and immortalised in the emblems of militant groups and even several national flags.

While its creator, for most of his life, blamed politicians for the havoc wreaked by his handiwork, Kalashnikov once admitted wishing he’d pioneered a more peaceful invention, “for example, a lawn mower.” Before his death in 2013, he revealed in a letter to the Russian Orthodox patriarch that he was suffering “spiritual pain” over his legacy.

Its ubiquity and durability arguably make the Kalashnikov one of the most recognisable products in the world, but these same traits have been a curse for the company, cutting into its later sales. With tens of millions of AKMs and AK-74s in its arsenals, the Russian military is more than adequately armed, and foreign markets are flooded. The gunmaker has responded to slumping demand by developing the AK-12, the first major update to the weapon since Soviet times—and hiring Kandelaki to help sell it.

On a gray winter morning in Izhevsk, the dreary mountain town that

has produced arms for the Russian government since the beginning of the 19th century, I meet Vladimir Onokoy, a former private security contractor who once guarded tankers from Somali pirates. Now employed by the Kalashnikov Concern marketing department, he wants me to experience the new weapon for myself.

Interrupted occasionally by what sounds like a pile of bricks being dropped off the top of a building—an aircraft cannon being tested—Onokoy lays out the design enhancements of the AK-12, including an adjustable stock, universal rail mounts along the top and bottom to allow for scopes, grips, and lights, and a muzzle break that mitigates recoil.

To underline these improvements, he starts me off with an AK-47 made in 1955. Shivering on the unheated range, I can barely switch the older weapon’s heavy safety lever over to the first setting, full automatic. (Semiautomatic is the second setting, since Russian soldiers have traditionally lived by the principle “spray and pray,” Onokoy says.) With a deep breath, I squeeze the trigger, the gun begins shooting, and the muzzle starts climbing inexorably upward. “Watch out; you’re shooting into the ceiling!” Onokoy yells.

The lighter AK-12 feels better in my hands immediately, and it fires with ease. It shoots a smaller round, the recoil is minimal, and there’s almost no muzzle climb when firing on automatic. Firing it feels like getting behind the wheel of a sedan after driving a school bus.

Given the uncertainty over military purchases, Kalashnikov has also been developing its civilian weapon lines, most of which are sold abroad due to Russia’s stringent gun-ownership laws. That’s where Kandelaki’s rebranding efforts are aimed.

The company even brought in Steven Seagal, a friend of both Putin and defence czar Rogozin, to be a brand ambassador, but that partnership “ended before it began,” according to Alexei Krivoruchko, part-owner and general director of Kalashnikov Concern. Kandelaki’s star power, and the rebranding her Apostol agency devised, would have to do.

The main task of the makeover was to reorganise the company’s offerings. “Our advantage over other companies is that we have a full range of weapons: pneumatic, hunting, and military,” Krivoruchko says.

Apostol decided to separate these into three distinct product lines. Kalashnikov remained the brand for the military weapons, albeit with a spiffy new red logo featuring the AK’s signature

banana clip. Shotguns and hunting rifles are marketed under the name Baikal. And the highly engineered guns used for biathlons and other shooting sports are being branded as Izhmash.

Kandelaki and her team hammered out the various concepts in the company’s wood-panelled conference room, often to the music of popular Russian artistes like Alexander Rozenbaum, who sings in an amped-up folk genre celebrating the comedic and tragic exploits of criminals. The goal was to tap into “alpha energy that is in the Russian man today,” she explains. They also commissioned a series of photographs of Russian men toting Kalashnikovs to help them imagine “what would have to happen in the lives of these ordinary people for them to take up arms,” she adds.

RUSSIA'S TABLOID PRESS HAS AVIDLY CHRONICLED HER RUMOURED LOVE INTERESTS AND COLOURFUL EXPLOITS.



Newly assembled guns ready for shipping at the Kalashnikov Concern's Izhmash factory

Apostol's most controversial innovation, its new slogan, was unveiled at a December 2014 marketing event in Moscow, during which army generals, businessmen, and bureaucrats enjoyed a promotional video of special forces with AK-12s hunting down Islamic insurgents in the Caucasus. Near the entrance, girls in red lipstick and tight dresses handed out banana clips emblazoned with the new logo.

It was an impressive spectacle, but by then Kalashnikov's fortunes had already suffered a considerable setback due to the unrest in Ukraine. After Putin annexed Crimea and sent arms and troops to bolster rebels in the country's east, the United States instituted sanctions that effectively cut off Kalashnikov's primary civilian export market.

Of the 90,000 guns that Kalashnikov planned to sell to buyers in the States, only 34,000 were delivered. According to Krivoruchko, the company was still able to sell the remainder, turning a profit in 2014 for the first time in years.

Even so, gun industry insiders express scepticism about the company's future. "I read that Kalashnikov is reorienting to Asia," says Erik Mustafin, who exports Vepr-brand rifles to the United States. "But who will buy? China? They make unlicensed Kalashnikovs," he notes, "and there's not the weapons cult that there is in America."

Militant groups that eagerly want AKs often lack "purchasing power," adds Pavel Felgenhauer, a Moscow-based military analyst, who points out several other hurdles: "The Europeans don't buy Kalashnikovs to keep in the house. The Americans do, but they're out of reach now. Kalashnikov's business future seems to lie with the Russian

security services, but the defence ministry won't want to spend that money when they already have millions of them lying around."

C.J. Chivers, the author of *The Gun*, the definitive history of the Kalashnikov rifle, recalls that when he first visited Izhmash in 2004, the company was also in the middle of a marketing campaign to promote their products in the United States and other Western markets. "Izhmash's marketers spoke of grand visions under which this 'new'—actually very mature and competitive—market was going to save the company," Chivers says. "It didn't work. The latest reboot probably will not work either, beyond having its media moment, as all the previous difficulties are still in place and the new sanctions cast the whole enterprise in even greater doubt."

But whatever the challenges, he adds, the Russian government is unlikely to let the state-owned company behind the nation's single most recognisable export go out of business.

Indeed, a plan to invest 4.5 billion rubles (₹426 crore) to double the enterprise's manufacturing capacity and expand to new markets by 2020 is moving forward. Kandelaki insists that the Kalashnikov brand, like Russia, will overcome the odds to re-emerge on the world scene.

There are patriotic overtones in her voice as she makes the pitch. "For the American citizen, it's an old story: When there is injustice in the world, the American soldier goes and protects the weak and defenceless," Kandelaki says. "This is a period when we shout to the world with our brand that we're ready to go and protect our own, and we're ready to give the possibility to others to protect those values that are common across the world." Lock and load. 

LILY ALDRIDGE

A PROUD NASHVILLIAN—BY
WAY OF LONDON AND
L.A.—VICTORIA'S SECRET
MODEL LILY ALDRIDGE IS A
BEWITCHING BEAUTY WITH
A ROCK 'N' ROLL HEART.

by SARAH HORNE GROSE





WHEN YOU'VE BUILT A MULTIMILLION-DOLLAR career out of wearing next to nothing, the question of just how much skin to reveal can come down to a few very strategic centimetres of fabric.

Full back? Yes. Microscopic bikini bottoms? Sure. Still, it's a game of inches, and something has to be left to the imagination.

For Lily Aldridge, 29, the "prettiest girl in the whole fucking world" (according to her husband, *Kings of Leon* frontman Caleb Followill), toeing that line between lust object and celebrity-power-brand-in-the-making is all part of the business plan.

Though she's been modelling since she was 14, Aldridge debuted as a Victoria's Secret model in 2009; she is now one of just eight Angels. She landed the cover of *Sports Illustrated Swimsuit's* 50th anniversary issue last year. Add her cred in high-fashion circles—shoots in *Vogue* and a campaign for Michael Kors—and Aldridge has won the

Triple Crown of modelling.

As you might expect from any thoroughbred, she says her contracts are ironclad, stipulating precisely how much of her extraordinary physique she'll bare. "I'm very careful about it," she says. "I enjoy feeling sexy and beautiful; I just don't think everyone needs to see everything."

So what does it feel like to have millions of men wishing they could? "I don't think of myself as an object of lust. I can't even say that with a straight face," she says with a laugh. The attention, she admits, is flattering. "But I'm more flattered when someone thinks I'm funny."

In person, she's lean and long, given to slouching her shoulders in a boyish way and playing against onlookers' expectations. "People think it's all rock concerts and runway shows," she posits. OK, there are plenty of both. But there are also 3 a.m. call times for bikini shoots and a fitness regimen

that would make an elite athlete groan. "I don't take this life for granted," she says. Aldridge and Followill also have a 2½-year-old daughter, Dixie Pearl. "That's why I like social media," she says. "People see that I'm married, they see I have a family, they see that I'm human."

Over lunch at Barbuto in Manhattan's West Village, she expertly orders wine for the table, plus steak and roast potatoes. (Her usual drink of choice: "A shot of Patrón and a Corona. That's my jam.") The gap in her teeth is arresting, just enough of an imperfection to make her seem real. "I don't walk around feeling like a supermodel. I mean, I high-five people."

Aldridge insists she was a "lanky, awkward" teenager, though she began modelling for Abercrombie & Fitch in the ninth grade. "I know it's an age-old story that no one believes," she says, laughing, "but no one asked me out in high school!" She





THIS PAGE
Necklace by Jennifer
Meyer (worn
throughout); cuff by
Scosha (worn
throughout)

PREVIOUS SPREAD
Jeans by Calvin Klein;
ring by Scosha (worn
throughout)



**"I KNOW IT'S AN AGE-OLD STORY
THAT NO ONE BELIEVES, BUT NO ONE
ASKED ME OUT IN HIGH SCHOOL!"**

Jeans by
Calvin Klein



didn't even attend the prom. "I was in Paris, working. But I would have rearranged my schedule," she adds with a bemused shrug.

Decidedly more comfortable in the spotlight these days, Aldridge has tapped into her inner showwoman on the Victoria's Secret catwalk, an experience she calls "exhilarating" (the yearly runway extravaganza is seen by some 10 million people worldwide). And yes, that was her in the video for "Use Somebody." (You're welcome.) "I don't know how I ended up where I am," she says. "I was so painfully shy as a child, [but] I eventually learned that it's more exhausting to be shy than just to be open."

Aldridge grew up in L.A. with her mother, model Laura Lyons—Playmate of the Month, February 1976—and spent summers and a year of high school in England with her father, British artist Alan Aldridge, who designed album covers for The Who and the Rolling Stones. "The punk scene was so big in London then," she recalls, "so I was able to go to all of these incredible concerts." She chose public school over private because "I was a typical teenager, and the [private school] uniforms were like something out of *Harry Potter*. The skirts were down to your ankles. I was like, no...."

In 2007, Aldridge met her husband-to-be at Coachella, and they now split their time between Nashville and Tribeca. "I never thought in a million years a girl from L.A. would end up in Nashville, but I love it," Aldridge says. When she's not hanging at home, power-streaming *Homeland* or *Game of Thrones*, she's "dancing at honky-tonks with 80-year-olds" or supping with pal Taylor Swift. "Taylor makes me dinner," Aldridge says. "And she's the sweetest, most humble girl I've ever met."

No doubt the two discuss the costs of fame. On a recent swimsuit shoot in Hawaii, Aldridge and the photo crew hiked to a secluded beach, where she shed her clothes and began posing in a tiny black bikini. Two days later paparazzi pictures emerged—taken by a drone that had hovered over the ocean, unseen. "It terrified me," she says. "It's no way to live. I mean, if you see the paparazzi and they're in your face, OK, but it really freaked me out. So now if I'm on a beach, I'm scanning the sky, and it kind of takes away the magic of the photo shoot. I can't with the drones."

Take a picture, sure. Just ask nicely first. **M**



Sweater by H&M; bikini
by Victoria's Secret

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DENNIS GOTS
FOR JED ROOT
MAKE-UP
OZZY
SALVATIERRA AT
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AT OPUS BEAUTY



TICK TOCK

MADS MIKKELSEN HAS MADE A CAREER OUT OF PLAYING MADMEN AND PSYCHO KILLERS. BUT HE'S NOT NEARLY AS TIGHTLY WOUND AS HE SEEMS.

by SARAH HORNE GROSE

If anyone could scare the crap out of James Bond, it's Mads Mikkelsen, the Danish actor whose sculptural, otherworldly visage has made him one of Hollywood's favourite sociopaths. Playing Le Chiffre, the fearsome Albanian crime boss in *Casino Royale*, he shed tears of blood over a poker table and revealed a proficiency for bleak, ball-smashing torture methods. As the title character in *Hannibal* (NBC), the 49-year-old actor is even more powerfully creepy—a discriminating lifestyle connoisseur, superbly attired and coiled like a snake. In real life, Mikkelsen says he's actually a low-key sort of guy. While he enjoys donning a tuxedo for red-carpet events, it's a rare exception. “We men try to be extremely casual, don't we?” he says with a laugh. “We never want to admit to having vanity of any sort.” And whereas “Hannibal enjoys the finer things in life,” he notes, “I am probably just a consumer of stuff, without putting that much thought into it. I eat, I work out, I do things. I am not calculating in the least.”

Perhaps not, but Mikkelsen is an artiste at heart. The former gymnast and dancer spent a decade performing onstage in productions like *La Cage aux Folles* and *Chicago*, honing a formidable physicality before turning his talents to acting. In Denmark, he rose to fame as a junkie in Nicolas Winding Refn's ultraviolent cult flick *Pusher*, and later turned in an unforgettable performance as One Eye, a mute warrior who disembowels men alive, in the director's brutal Viking epic *Valhalla Rising*. Bryan Fuller, *Hannibal's* executive producer, knew instantly when he'd found his cerebral, snappily dressed serial killer. “Mads is very unassuming, but he has a true rock-star presence,” Fuller says. “There's something uniquely alien and attractive about him. People have said to me, ‘Mads is so unusual on-screen.’ I tell them, ‘You haven't seen the half of it.’” Mikkelsen approaches the role not as a villain but as an ordinary man, albeit one with his own peculiar mindset: “I simply look at him as a person who sees life differently.”





THIS PAGE

Jacket by Bally; sweater
by Bottega Veneta;
watch by Montblanc

OPPOSITE PAGE

Trench and sweater
by Louis Vuitton; watch
by Hublot

PREVIOUS SPREAD

Sweater by Salvatore
Ferragamo; watch
by Omega.



THIS PAGE
Jacket and shirt by
Giorgio Armani;
watch by Movado.

OPPOSITE PAGE
Sweater by Prada;
watch by Bell & Ross

THIS PAGE
Sweater by
Tommy Hilfiger;
watch by Breitling

OPPOSITE PAGE
Jacket by Gucci;
sweater by
Burberry Brit;
watch by Victorinox





THIS PAGE
Sports coat by
Canali Capsule
Collection by
Andrea Pompilio at
Bloomingdale's;
sweater by Prada;
watch by Ebel

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WILDCRAFT ALPHA LEAGUE RACES

While most of us prefer lying in our cosy beds, especially, early on a Sunday morning, over three thousand people across all age-groups did something different on June 7th this year. They took part in the Alpha League Race in Bengaluru. Considered as one of the toughest obstacle course race which was put together by a bunch of fitness enthusiasts, cross fit trainers and country's first marathon runner, the event saw people striving hard to win the five kilometres race which had over twenty obstacles. Asian Games Bronze medalist in swimming and an Arjuna award winner Sandeep Sejwal flagged off the race. "It was good to see so many people take part as such events spread so much awareness about fitness," said Sejwal. Super model, actor and a fitness enthusiast Milind Soman also participated in the race.



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by Massimo Dutti;
Timberland watch by
Watch Studio

A photograph of a person's legs from the knees down, sitting on a surface with a dense floral pattern in shades of green, yellow, and red. The person is wearing dark-colored trousers and a bright red sock on their right foot. The background is slightly blurred, showing a light-colored wall and a dark object on the left.

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MIND

DON'T FORGET TO LOOK YOUR BEST ON A VACATION.
STAYING IN STYLE CAN ENHANCE EVERY EXPERIENCE
AND MAKE IT MEMORABLE.





THIS PAGE

Shirt and Jeans by
Guess

OPPOSITE PAGE

Polo shirt and jeans by
Massimo Dutti;
sunglasses by Dolce &
Gabbana



开放时间



THIS PAGE

Jacket, t-shirt and jeans
by Guess; shoes by
Clarks

OPPOSITE PAGE

Shirt by Massimo Dutti;
Timberland watch
by The Watch Studio

A close-up, artistic photograph of a man with dark hair and a light beard, looking down with a focused expression. He is wearing a white short-sleeved button-down shirt under a dark, patterned vest. His right hand is near his chest, and he is wearing a dark watch with a red accent on his left wrist. The background is blurred with warm, reddish-orange lighting.

THIS PAGE

Shirt Guess Watch
Police by Watch Studio

OPPOSITE PAGE

Shirt, Trousers Massimo
Dutti Sunglasses
Dolce & Gabbana by
Optik Seis

STYLING
NATALIE LARASATI
& RIRI PRATIWI

MODEL
SERGII
GORBACHENKO
(21MM
MANAGEMENT)





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p.22 Gillette, available at all

leading department stores; Jaguar, available at all leading department stores; The Body Shop, Shop No. G-18, Ambience Mall, Gurgaon; Omega, omegawatches.com; Philips, available at all leading department stores; NailSpa, Kunchal's, M-Block Market, Greater Kailash I, Delhi; p.23 Bottega di Lungavita, bottegadilungavita.in; L'Occitane, 1st Floor, High Street Phoenix, Lower Parel, Palladium Mall, Mumbai; Shahnaz Husain, shastore.com; Just For Men, justformen.com; Soufflower, soufflower.biz; Truefitt & Hill, truefittandhill.in; Kent, kentcos.com; Kiehl's, kiehl'sindia.
pp.42-49 Koesch, koesch.com; La Senza, Shop No. G-18, Select CITYWALK Mall, Saket, New Delhi; Pretty Secrets, prettysecrets.com; Dune, Ground Floor, Ambience Mall, Nelson Mandela Marg, Vasant Kunj, New Delhi; Marks & Spencer, Shop No. 276-281, DLF Place, Saket, New Delhi; Hermès, The Oberoi Hotel, Dr Zakir Hussain

Marg, New Delhi; Rei by Jenny Rei, reicouture.com
pp.56-61 Images of Kalashnikov factory, Oleg Nikishin/Stringer/Getty Images
pp.62-69 Jennifer Meyer, jennifermeyer.com; Scosha, scosha.com; Calvin Klein, Shop No. UG 07, Ambience Mall, Nelson Mandela Marg, Vasant Kunj, New Delhi; H&M, hm.com; Victoria's Secret, victoriasecret.com
pp.70-78 Louis Vuitton, Shop No. 101 and 102, DLF Emporio Mall, Nelson Mandela Road, Vasant Kunj, New Delhi; Hublot, hublot.com; Bally, Shop No. 225, First Floor, DLF Emporio Mall, Nelson Mandela Marg, Vasant Kunj, New Delhi; Montblanc, montblanc.com; Salvatore Ferragamo, Shop No. 121 and 221, DLF Emporio Mall, Nelson Mandela Road, New Delhi; Omega, omegawatches.com;

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pp.80-87 Massimo Dutti, massimodutti.com; The Watch Studio, the-watch-studio.com; Guess, guess.com; Dolce & Gabbana, dolcegabbana.com; Clarks, Shop No. E-16, Inner Circle Number 7 Radial Road, Block E, Connaught Place, New Delhi

MAXIM HOT EVENTS



Maxim hosted yet another exclusive premiere and after-party in association with Godrej Properties. The action-packed movie was *San Andreas* at DT Star Cinemas, Promenade in Vasant Kunj, New Delhi. Starring Dwayne Johnson, Alexandra Daddario and Carla Gugino, the non-stop thrill sequences in 3D kept our guests on the edge of their seats. After the movie our adrenalin-charged guests headed to Underdoggs Sports Bar and Grill in Ambience Mall for the after-party. The guests enjoyed delicious snacks and cocktails with great music!



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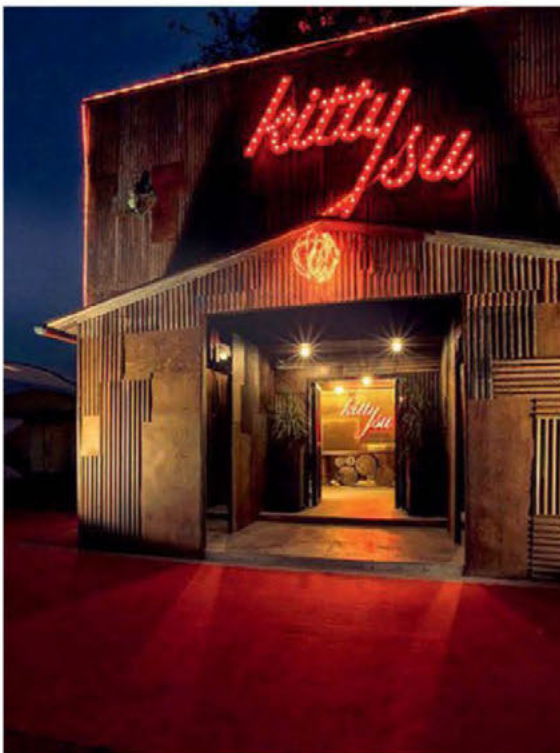


JULY 2015

A TRENDSETTING EXPERIENTIAL DESTINATION

Bold and revolutionary, Kitty Su is setting new benchmarks in the country's niche nightlife segment.

An 'urban music shrine,' Kitty Su is a pioneering initiative by Keshav Suri, Executive Director, Lalit Suri Hospitality Group, who rued the lack of world-class nightlife clubs in New Delhi. Its tagline, 'Music, Fashion and Champagne,' sums up its driving force that strives to bring the latest and the best global clubbing experience. Kitty Su holds the distinction of bringing to India some of the biggest and best international dance music talents like Steve Aoki, Hardwell, Bob Sinclair, Gareth Emery, Alesso, Yuksek, Cedric Garvais, Zedd, Dannic, Carnage, Dub FX, Ace Ventura and many more. Considering the growing potential and demand for quality nightlife outlets, Kitty Su launched its latest properties in Chandigarh and Mumbai in April 2015. To discourage drinking and driving, Kitty Su offers exclusive pick and drop services to the guests in all the three cities at the respective Lalit hotels.



TRIUMPH OF SKILL, STRENGTH AND PASSION

Maruti Suzuki's Autocross 2015 in Bengaluru fires up motorsport enthusiasts.

The 2nd edition of Maruti Suzuki Autocross, a much anticipated event, held in Bengaluru over 2 days, witnessed the sheer grit, strength and drive of the aspiring racers at the rally. The large and enthusiastic participation reflected the burgeoning motorsport culture in the country which Maruti Suzuki has pioneered over the years.

At Autocross, the stepping stone for many amateur rally drivers, participants got a chance to showcase their motoring skills and test the car's handling capabilities in a secured environment that included hair-pin bends and sharp turns.

With the best equipment to support the event, Maruti Suzuki ensured maximum safety, allowing the drivers an adrenaline-pumping experience. Interestingly, with several categories in the event, Autocross is open to all manufacturers and provides opportunity to all motorsport enthusiasts.



AN EVENING OF HIGH OCTANE ENERGY AND ENTERTAINMENT

**Pond's Men and Disney introduce their
spectacular new productions**

Pond's Men in association with Disney's *ABCD2* unveiled their latest variant – Pollution Out face wash – in Mumbai. In keeping with the theme of the evening, the high-energy super-hit music from the movie *ABCD2* kept the audience on their feet! Music composer duo Sachin-Jigar enthralled the audience with its compositions. The high-energy finale act had Bollywood heart-throb and Pond's Men brand ambassador Varun Dhawan presenting the latest innovation by Pond's Men – Pollution Out – through 4D technology in a dance performance specially choreographed by Remo D'Souza. Speaking at the event, Varun Dhawan said, "Pollution is all around us and it's important for me and all of us to ensure that we stay refreshed and energised in the face of pollution, which is what Pond's Men Pollution Out is designed for." Mr. Srinandan Sundaram, Vice President, Skincare and Colours, HUL, explained that this deep cleansing face wash with coffee bean icy scrub and activated carbon removes dirt and pollution particles from the skin.



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NEW AVATAR OF A PREMIUM VEHICLE

The new Audi Q3 unveils a number of technical innovations in its refreshed design.

The Audi Q3 returns with an expressive design—its sculpted three dimensionally styled Singleframe grill giving it a wide and sporty look. Its premium character is evident from its plush interiors, featuring a new Tangent aluminium inlay. The interior controls and switches also sport elegant aluminium inserts to improve the overall look and feel. Clear ergonomics and the superior workmanship spell pure luxury. The energy-efficient headlights come with LED daytime running lights. The dynamic and intuitive turn signals integrated into the redesigned LED taillights illuminate sequentially within two-tenths of a second from the inside out in the direction the driver intends to turn. The new Audi Q3 comes with the MMI® Navigation system and Parking System Plus with rear view camera. The new Audi also features steering mounted paddle shifters for the first time to allow the driver to enjoy the sporty nature of the Audi Drive Select and the quick seven-speed S tronic® transmission.

Audi Drive Select on the new Audi Q3 enables the driver to adjust key engine, steering and transmission modules to suit his or her personal driving preferences. The superior pedigree of the new Audi Q3 is evident from its agile handling and its enhanced driving pleasure.



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We gave the rapper-actor-entrepreneur 26 hours more than usual. Got a problem with that?

You were shot nine times. What finally does you in?

Probably a head cold. Something really simple.

Do you have any deathbed confessions?

At that point I would just be runnin' my mouth crazy. I'd tell you about everything that actually happened, that people don't have the answers to. The police should just sit there.

Will you be going to Heaven, or Hell?

I think I'll be going to Heaven, because I had good intentions. But my actions are another thing.

What will you look like on the other side?

I'll have long, straight hair, like down to my back, when I go to Heaven. And I'm not even going to exercise, but I'll be in shape. It's a whole new programme up there.

Eminem, Young Jeezy, and Snoop Dogg are featured on your new album. Who, living or dead, would you most want to do a song with?

Tupac and Michael Jackson. In Heaven, it'll be the biggest hit. And Michael, he'll have a new walk. It won't be the moon-walk, because we're already over the moon. It'll be called "Walking on a Cloud."

What's your last meal?

I'd eat pizza.

What's the wildest thing you ever did while you were alive?

Man, I can't tell ya, I'd get in trouble. So, let's keep it sexual. You know the Orgy World DVD set? I did it, we just didn't tape it.

What woman did you always want to sleep with?

This may sound inappropriate, but Phylicia Rashad from *The Cosby Show*. Listen, I watched the *Huxtables*, and I had a crush on that woman since the first episode aired. I'm an adult now, but she's still so beautiful to me. I saw her on a plane one time, and, man, I just fainted. I went into groupie mode.

Now that you're about to die, what will you confess to listening to on your iPod?

Kelly Clarkson. She was on the iPod when I got it, and I started listening to her when I was running. There's storytelling there.

What are people saying over your casket?

This motherfucker left, and now we ain't got no money! Who's gonna pay the bills now?

Got any last words?

It was good while it lasted.

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